

Serial No. 09/738,656

B1
adding to the dough a mixture of chips comprising sugar in a fat matrix, and at least some of said chips are enhanced flavor chips comprising at least one added flavor composition which extends fresh-baked cookie flavor otherwise diminished by storage in a concentration greater than present in the basecake and other of said chips, to supply to the basecake during storage over time at least one flavor composition effective to extend freshness perception for the cookie basecake.

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6. (Amended) A process according to claim 1, wherein the added flavor composition for the enhanced flavor chips comprises an effective flavoring amount of at least one member selected from the group consisting of buttery flavors, vanilla flavors, cream dairy flavors, caramel flavors, and other flavors associated with freshness.

B3
8. (Amended) A cookie containing chips in a basecake, which is subject to diminished fresh flavor after storage, the cookies being formulated to have an extended shelf life, comprising:

a baked cookie dough containing therein a mixture of chips of different sizes, some small and some larger, said chips comprising sugar in a fat matrix, and at least some of said smaller chips are enhanced flavor chips comprising at least one added flavor composition in a concentration greater than present in the larger chips, to supply to the basecake during storage over time at least one flavor composition effective to extend freshness perception for the cookie basecake.

B4
13. (Amended) A cookie according to claim 8, wherein the added flavor composition for the smaller flavor chips comprises an effective flavoring amount of at least one member selected from the group consisting of buttery flavors, vanilla flavors, cream dairy flavors, caramel flavors, and other flavors associated with freshness.

B5
15. (Amended) A process for preparing cookies containing chips in a basecake, which is subject to diminished fresh flavor after storage, the cookies being formulated to have an extended shelf life, comprising:

Serial No. 09/738,656

preparing a cookie dough; and

adding to the dough a mixture of chips of different sizes, at least 30% by weight of the chips present in the dough being small and some larger chips, said larger chips being employed in an amount sufficient to provide a visual awareness that the cookies contain chips, said chips comprising sugar in a fat matrix, wherein the smaller chips have a count per pound of greater than about 7,500 and the larger chips have a count per pound of less than about 7,500, and at least some of said smaller chips are enhanced flavor chips comprising at least one added flavor composition in a concentration greater than present in the larger chips, said flavor comprising at least one member selected from the group consisting of buttery flavors, vanilla flavors, cream dairy flavors, caramel flavors, and other flavors associated with freshness, to supply to the basecake during storage over time at least one flavor composition effective to extend freshness perception for the cookie basecake.

19. (Amended) A cookie containing chips in a basecake, which is subject to diminished fresh flavor after storage, the cookies being formulated to have an extended shelf life, comprising:

a baked cookie dough containing therein a mixture of chips of different sizes, at least 10% by weight of the chips present in the dough being small and some larger chips, wherein said larger chips are employed in an amount sufficient to provide a visual awareness that the cookies contain chips, said chips comprising sugar in a fat matrix, wherein the smaller chips have a count per pound of greater than about 7,500 and the larger chips have a count per pound of less than about 7,500, and at least some of said smaller chips are enhanced flavor chips comprising at least one added flavor composition in a concentration greater than present in the larger chips, said flavor comprising at least one member selected from the group consisting of buttery flavors, vanilla flavors, cream dairy flavors, caramel flavors, and other flavors associated with freshness, and wherein the weight ratio of the average weight of the smaller chips on a number average to the weight of the larger chips on a number average is from 1:2 to 1:25, to supply to the basecake during storage over time at least one flavor composition effective to extend freshness perception for the cookie basecake.

Serial No. 09/738,656

B7

21. (Twice Amended) A process for preparing cookies comprising a basecake, which is subject to diminished fresh flavor after storage, the cookies being formulated to have an extended shelf life, the process comprising: preparing a cookie dough comprising at least one added flavor; and adding to the dough small enhanced flavor chips, said chips comprising said at least one added flavor composition in an amount effective to extend the shelf life of the cookie by migrating from the chip to the a base cake portion formed by baking the dough, to supply to the basecake during storage over time at least one flavor composition effective to extend freshness perception for the cookie basecake.

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23. (Twice Amended) A cookie containing chips in a basecake, which is subject to diminished fresh flavor after storage, the cookies being formulated to have an extended shelf life, comprising: a continuous cookie base cake having dispersed therein a mixture of chips of different sizes, some small and some larger, and at least some of said small chips comprising at least one flavor in a concentration greater than normally employed in flavor chips, to supply to the basecake during storage over time at least one flavor composition effective to extend freshness perception for the cookie basecake.

REMARKS

Reconsideration and allowance of claims 1-25, all of the claims pending in the application, are respectfully requested in view of the above amendments and the following remarks. Claims 1, 6, 8, 13, 15, 19, 21 and 23 have been amended. No claims have been added or cancelled.

The Invention

It will be recalled that the invention enables cookies to retain a freshly baked character over a substantial portion of their shelf life. Claim 1 and the other independent claims, have been amended to more specifically bring out this. The various independent claims define the invention from a number of different perspectives, but each is specifically directed to extending freshness as opposed